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Undefeated - False Information Travels 6 Times Faster Than Truth Exhibit Panel

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FALSE INFORMATION

travels

6 TIMES

faster than truth

↻ 166K

↻ 1.0M

WHY IS THIS

DANGEROUS?

Social Media Platforms have subscribed to a “disinformation for profit business model”, according to Tristan Harris, founder & president of the Center for Humane Technology. Because their money is made from ad revenue, these platforms have developed algorithms to keep viewers hooked for as long as possible. Overtime, the algorithms have become heavily biased towards false information because they keep viewers hooked better than the truth. This has led to a global threat on democracy, such as the 2016 Russian-Facebook scandal.

“IF WE CAN’T AGREE ON WHAT’S TRUE, THEN WE CAN’T NAVIGATE OUT OF ANY OF OUR PROBLEMS.”
–TRISTAN HARRIS

ARE YOUR SOURCES **FACT** OR **FICTION**?

Does it evoke an emotional response?

Is the subject over-complicated?

Is it considered breaking news?

If yes,
you may have stumbled upon Political Disinformation.
You can reevaluate your sources by checking some of these Independent Fact Checkers:

OUR.NEWS

SNOPES.COM

FACTCHECK.ORG

POLITIFACT.COM

IS WHAT YOU’RE VOTING ON

True?